

#So Berlin?

Where to move within Germany, if you want to enjoy the night while caring about rental prices and wages?

Clustering Germany's biggest cities according to their nightlife, average income and rental prices

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Mai, 2020

Part I: Introduction

1.1. Background

Have you ever been to Berlin? If yes - you might have heard someone saying "omg that's so Berlin". Berlin has become one of the most popular places to live for young people, not only from Germany but from all around the world. This is partly because of its vibrant nightlife and the diversity of potential nightly activities. It also used to be a very affordable place to live (and still is compared to other European capitals). While for some people, a couple of big famous clubs with their almost unlimited freedom are the main attractions, many appreciate the options of going to clubs as well as to pubs or cocktail bars. This attractiveness came with a price. As Berlin became more popular, rental prices have gone up and entry requirements for many of Berlin's universities became stricter. Therefore other cities like Leipzig benefited from Berlin losing its appeal as city which is "arm aber sexy" (poor but sexy; (in)famous quote by a former mayor). The question where to study and consequently where to move, is often based on the city rather than on the university. Hence many students and young professionals wonder where to move to account for both living on a financially sound basis and yet hedonistically enjoy themselves.

1.2. Problem

After leaving school many young people in Germany choose a new place to live, in order to study and start their own life. However choosing a city to live in is not always easy.

There are many young people in Germany who focus on nightlife-options when choosing a place to live, but typically they also know that a city should provide the opportunity to earn enough money to pay their rent. Different cities in Germany come with a certain set of stereotypes regarding how "fun" they are, whether rental costs are high and also whether it is likely to earn a high wage in a given city. Typically they are not based on data and therefore little is known about a city's attractiveness for young people.

Using a cluster analysis, I'd like to make it easier to compare different cities, so that young people get an easier impression whether less famous cities (e.g. Nuremburg, Hannover, Bremen) in Germany could be equally attractive compared to big established cities such as Berlin or Munich.

Foursquare data about the diversity or pattern of potential nightlife activities in a city can be used to determine which cities resemble each other regarding their nightlife in order to analyse options for people seeking to relocate. As even the most hedonistic night owl needs to eat and sleep at some place, accounting for rental prices and average income is useful.

1.3. Interest

Young people who plan to move to another city and which are strongly driven by enjoying a given style of nightlife might be interested.

Especially when choosing a city to enrol in a Bachelor's or Master's degree young adults in Germany typically make their choice based on a city and not so much based on a certain university. In order to make an informed decision and to rely less on stereotypes young adults could be interested in such an analysis.

For example: Imagine someone who has just finished their Bachelors at one city in Germany and now wonders where to apply for their Masters within Germany. A data driven approach might show additional options and could bring his or her attention to cities previously which were ignored.

Additionally, as students are an attractive target group for cities and municipalities, to bring future skilled labour to their area; city marketing departments might also be interested in which cities are main competitors in that regard and what they could highlight in an effort to bring young talents to their cities.